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INTEGRATED MARKETING COMMUNICATION AND COFFEE SHOP CONSUMER PURCHASE DECISION IN SURAKARA CITY

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Abstract: Integrated Marketing Communication is one of the new generation marketing approaches used by companies to focus their efforts more on acquiring, maintaining and developing relationships with customers and other stakeholders. The purpose of this study was to determine whether there is an effect of Integrated Marketing Communication on the stages of coffee shop consumer purchasing decisions in Surakara City. The population of this research is the people in Surakara who have done transactions at the "Dodolan Kopi" coffee shop. The number of respondents in this study was determined as many as 272 respondents who were selected using a non-probability sampling method with simple linear regression data analysis techniques. The independent variable tested in this study is Integrated Marketing Communication with dimensions of Advertising, Sales Promotion, Public Relations, Event & Experience, Direct Marketing, Interactive Marketing, Word of Mouth, and Personal Selling and the dependent variable is purchasing decisions. The results showed that the Integrated Marketing Communication variable had a positive effect on purchasing decisions. Furthermore, Public Relations is the dimension of Integrated Marketing Communication which is the most dominant and influences the consumer purchasing decisions of Dodolan Kopi.

Keywords: *Integrated Marketing Communication, Purchasing Decision*

1. Introduction

Companies or companies or industries are currently starting to move towards a process called Integrated Marketing Communication (IMC), which includes coordination efforts of various promotional elements and other marketing activities (Kotler & Keller, 2012). According to Suryadi (2011), promotion is a series of activities to communicate, provide knowledge and convince people about a product so that they acknowledge the greatness of the product, buy and use the product, also bind their thoughts and feelings in a form of loyalty to the product.

Developments in the business world must have new marketing communication strategies to win competition and achieve synergy. There are six models in Integrated Marketing

Communication (IMC), namely advertising, sales promotion, public relations, personal selling, direct marketing, and events (Okyere et al, 2011). Integrated Marketing Communication (IMC) is considered as an important strategic marketing approach to management (Završnik and Germany, 2011). Internet marketing, public relations, advertising, sales promotion, and direct marketing, due to this assimilation of communication tools served by customers (Vantamay, 2011).

Integrated Marketing Communication (IMC) also follows a holistic view of communication tools to achieve combined impact (Seric and Rijeci, 2012). Meanwhile, according to Yeboah (2013), Integrated Marketing Communication (IMC) is a new generation of marketing approaches used by companies to focus more on their efforts in obtaining, maintaining and developing relationships with customers and other stakeholders. Many companies recognize that communicating effectively with customers and other stakeholders involves more than just a traditional marketing communication tool. Widyastuti and Said (2012) revealed that the purchasing decision-making process is influenced by the communication strategy applied to different consumer groups in both the adult and young population. Another opinion explained by Potjanajaruwit (2014) found that integrated marketing communications in terms of advertising, public relations, personal selling, sales promotion, and direct marketing were factors that influenced purchasing behavior in terms of frequency over a period of three months.

One of the industries that also applies IMC in its future business communication strategy is the Dodolan Kopi industry in the City of Surakara. Consuming coffee has now become a lifestyle for the millennial generation, not just a drowsiness drink. This can be seen from the crowds of cafes or stalls selling drinks from brewing coffee grounds throughout the archipelago. Now to be able to enjoy quality coffee not only at Starbucks or at Coffee Bean. This is because cafes that sell local coffee are now available everywhere, from the side of the road, to the business district to the mall.

Based on the Center for Agricultural Data and Information System of the Ministry of Agriculture, national coffee consumption in 2016 reached around 250 thousand tons and grew 10.54% to 276 thousand tons. Indonesian coffee consumption throughout the 2016-2021 period is predicted to grow an average of 8.22% / year. In 2021, coffee supply is predicted to reach 795 thousand tons with a consumption of 370 thousand tons, resulting in a surplus of 425 thousand tons (www.katadata.co.id). About 94.5% of coffee production in Indonesia is supplied by smallholder coffee entrepreneurs. As for 81.87% of national coffee production is the robusta type originating from coffee centers in South Sumatra, Lampung, Bengkulu, East Java and Central Java (Katadata.co.id, 2018).

This has triggered competitors to create new businesses using Integrated Marketing Communication (IMC) as a marketing communication strategy, one of which is a coffee shop in Surakara City, namely Dodolan Kopi. Based on pre-research in the form of interviews and brief observations to the Dodolan Kopi business owner, he said that Dodolan Kopi always consistently carries out marketing carried out to attract the attention of the Surakara community, for example, Dodolan Kopi always provides information about discounts and promotions and fills in seminar events at Surakara city. In addition, Dodolan Kopi can spend 350-600 cups per day (Surakarapostonline, 2018). Kedai Dodolan Kopi, also often conducts promotional activities for

free 100 cups at several events held by Dodolan Kopi. Muthukrishnaveni & Muruganandam (2013) found that sales promotion is considered a successful and effective weapon for companies. The cashier offers to buy snacks to eat with iced coffee, making this shop always busy, and advertising through social media Instagram to provide updated information about the Dodolan Kopi shop.

Research by Mihaela (2015) explains that consumers are now turning to many sources of information and the value of integrated marketing communications has grown rapidly. An integrated marketing communications campaign is based on the power of existing communication tools that can positively influence audience behavior. This is to ensure consistency of messages sent through a mix of communication tools such as advertising, sales promotion, direct marketing, public relations and others. Knowledge of the way customers have access to communications transmitted on the market can reveal how they wish to receive each other's information. Based on the consideration of consumer expectations, an organization can use integrated communication in the most effective and economical way.

Research by Mihart (2012) explains the effect of integrated marketing communication on consumer behavior is a complex activity involving in-depth analysis of relationships and instruments through the effects undertaken. The consumer response to the effects of IMC can be more easily investigated than the endogenous processes of consumer behavior and research results can offer useful information about consumer decision-making mechanisms. Key and Czaplewski's (2017) research results describe a five-stage practical approach to addressing neglected and critical problems in the field of social marketing, namely targeting future decisions and policy makers. This IMC approach is perfect for guiding managers through the process of designing a more effective social marketing campaign that targets upstream audiences. It is possible that an effective design and implementation of upstream social marketing will create a simultaneous impact on downstream audiences. The use of IMC in designing social marketing strategies can increase effectiveness and efficiency.

Research by Hanafi and Wahab (2016) with research results showing that integrated marketing communication in terms of Adversiting, Sales Promotion, Public Relations, Event & Experience, Direct Marketing, Interactive Marketing, Word of Mouth, Personal Selling, from PS Mall has a significant effect on visitor purchasing decisions. Meanwhile, Potjanajaruwit (2014) found that integrated marketing communication in terms of advertising, public relations, personal selling, sales promotion, and direct marketing were factors that influenced purchasing behavior in terms of the frequency of purchases over a three month period.

Based on previous studies that have been done, it can be seen that Integrated Marketing Communication (IMC) is proven and tested to have an influence on the stages of buying decisions. However, it can be seen and concluded that there is a research gap where the object under study has not touched the industrial realm in the food & beverage sector, which in this case is the coffee shop industry. This is what makes researchers interested in seeing whether the implementation of Integrated Marketing Communication (IMC) in the coffee industry, especially the Dodolan Kopi shop, can influence consumer purchasing decisions and explain it in scientific data elaboration regarding its effects.

Integrated Marketing Communication (IMC) activity has a significant influence on purchasing decisions described in the research of Hanafi and Wahab, (2016). Whereas in research (Key, 2017) the results of this study prove that Integrated Marketing Communication (IMC) which consists of Advertising, Public Relations, Event & Experience, Word of Mouth, Interactive Marketing, Personal Selling, Sales Promotion, and Direct Marketing can influence purchasing decisions, so that the Integrated Marketing Communication (IMC) strategy that has been implemented needs to be developed in order to attract consumers to make purchases. Based on Umbreen's (2013) research on the importance of IMC activities and concludes that IMC is the best for targeting consumers, because consumers are greatly influenced by IMC implementation. In addition, they found that advertising and sales promotion are the most important tools of IMC practice for customers which means that they are more in touch with these tools than others. In addition, the implementation of Integrated Marketing Communication (IMC) has been widely applied in various industrial fields, including the industry that is currently booming, namely the coffee industry. So based on the framework and phenomena previously described in the background, it can be formulated a hypothesis or assumption while in this study are as follows:

Ha:: Integrated Marketing Communication has a positive effect on purchasing decisions

2. Research Methods

The research method used is the survey method, the survey method is defined as quantitative research in which the researcher systematically asks a large number of the same questions to a large number of people and then records the answers (Neuman, 2013). The purpose of this study is to obtain information about a number of respondents who are considered to represent a certain population. Therefore, the questionnaire will be distributed to respondents, namely customers of the Dodolan Kopi shop in the City of Surakarta.

2.1 Research Samples

The samples in this study are as follows:

- a. Respondents have made purchases or product transactions at the Dodolan Kopi shop in Surakarta City.
- b. Respondents are at least 17 years old. Because according to international standards in Neuman's (2013) book, ages 16 and over are considered adults and researchers set a limit to 17 years of age because at this age they are considered to have entered the final level of school or entered college or college age, which is 17 years old. years and over can be more responsible for the decisions made.

Researchers used non-probability sampling techniques. The number of samples uses the table for determining the number of samples from Isaac and Michael, for an error rate of 10%. According to the table for determining the number of samples by Isaac and Michael, if the population is not infinite (∞) with an error rate of 10%, then the sample that must be taken is 272 respondents.

2.2 Research Variables

The independent variable of this research is Integrated Marketing Communication (X). Meanwhile, the dependent variable is the purchase decision as (Y). A description of the variables is included in the conceptual definition.

3. Results and Discussion

Marketing Communication is a communication activity carried out by consumers and sellers which is an activity to assist in making decisions in the marketing sector and direct exchanges to be more satisfying by making two-way information exchange between parties or institutions involved in marketing. Marketing communication is a means used by companies in an effort to inform, persuade, and remind consumers directly or indirectly about the products and brands they sell.

Developments in the business world must have new marketing communication strategies to win competition and achieve synergy. There are six dimensions in Integrated Marketing Communication (IMC), namely advertising, sales promotion, public relations, personal selling, direct marketing, and events (Hermawan, 2012). According to Integrated Marketing Communication (IMC) it is considered as strategic marketing that is important for a management approach (Zavrsnik and Germany, 2011). This is in line with the statement of Yeboah (2013), Integrated Marketing Communication (IMC) is one of the new generation marketing approaches used by companies to focus their efforts more on acquiring, maintaining, and developing relationships with customers and other stakeholders. Many companies recognize that communicating effectively with customers and other stakeholders involves more than just a traditional marketing communication tool.

In this study, Dodolan Kopi carried out integrated marketing communication activities through media that can be accessed easily, namely using Billboards which are located at several points in the City of Surakara. Dodolan Kopi also facilitates its consumers by creating a website that contains information on directions, testimonials, and contacts that can be contacted to find out more about Dodolan Kopi. That way, consumers can easily find information about Dodolan Kopi in Surakara City. Dodolan Kopi also provides promotions that can be followed by various groups with very easy requirements. In addition, Dodolan Kopi provides facilities for consumers such as chairs, parking lots, and music so that consumers get comfortable.

To get harmony in doing business, Dodolan Kopi has friendly employees, dress modestly, and can explain complete information about the products being sold. Dodolan Kopi also tries to build a good image by being a speaker at seminars that can improve good relationships with consumers. Based on the questionnaire that has been distributed by researchers, data distribution through statement items results that the three most dominant dimensions that influence the stages of purchasing decisions are the dimensions of Public Relations, Event & Experience, and Personal Selling which are presented through the following infographic.

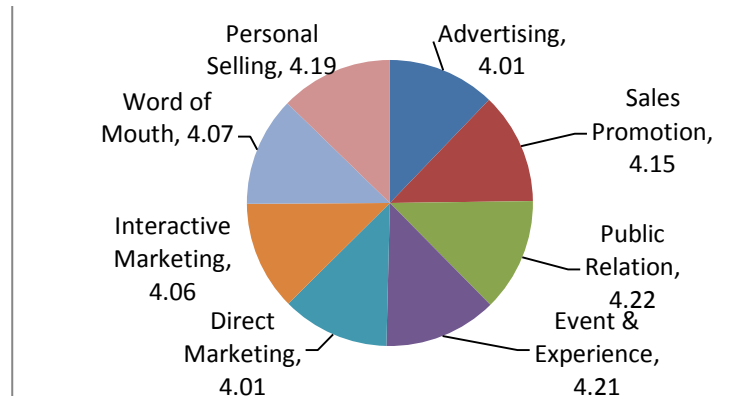


Figure 1. Data Description

Based on the infographic above, it can be seen that the three most dominant dimensions of Integrated Marketing Communication (IMC) that affect purchasing decisions are Public Relations, Event & Experience, and Personal Selling. This is in line with the IMC activities that have been carried out by Dodolan Kopi which have been previously described, namely by holding seminars which can show or build a brand image to consumers so that consumers are interested in buying Dodolan Kopi. It can also be analyzed why the three dimensions are dimensions that have a dominant influence, because indirectly the IMC activities carried out by Dodolan Kopi in the form of Public Relations, Event & Experience, and Personal Selling intersect directly with consumers to promote products from Dodolan Kopi, so that Responses or feedback can be seen directly from consumers about their interest in Dodolan Kopi products / the success of communication strategies to promote Dodolan Kopi.

Research by Potjanajaruwit (2014) found that integrated marketing communication in terms of advertising, public relations, personal selling, sales promotion, and direct marketing were factors that influenced purchasing behavior in terms of the frequency of purchases over a three month period. The results of simple linear regression analysis show that Advertising, Sales Promotion, Public Relations, Event & Experience, Direct Marketing, Interactive Marketing, Word of Mouth, and Personal Selling on Purchasing Decisions have a positive direction, which is when Advertising, Sales Promotion, Public Relations, Events & Experience, Direct marketing, Interactive Marketing, Word of Mouth, and Personal Selling have increased, which will lead to an increase in Purchasing Decisions. Meanwhile, from the overall results it can be concluded that the Integrated Marketing Communication variable has a significant influence on Purchasing Decisions.

Previous research that examined the relationship between Integrated Marketing Communication and the stages of Purchasing Decisions by Hanafi and Wahab (2016). This study adopts the fifteen indicators contained in Hanafi and Wahab's research (2016), namely clear message content, attractive appearance, attractive types of incentives, easy to follow, various prizes, news credibility, corporate image, shopping atmosphere, attracting attention, information on target, convenience. information, ease of interaction, Word of Mouth, way of delivery, and

clear information. In the research of Hanafi and Wahab (2016), the results of research have a significant influence between the two variables.

The results of research by Mihaela (2015) explain that consumers are now turning to many sources of information and the value of integrated marketing communication has grown rapidly. An integrated marketing communications campaign is based on the power of existing communication tools that can positively influence audience behavior. This is to ensure the consistency of messages sent through a mix of communication tools such as advertising, sales promotion, direct marketing, public relations, etc. Knowledge of the way customers have access to communications transmitted on the market can reveal how they wish to receive each other's information. Taking into account consumer expectations, an organization can use integrated communication in the most effective and economical way.

Based on the results of previous studies that have been described, this study has a relationship with previous research, but what makes the difference is that the object is much different from previous research. Thus, this study succeeded in adding variations in research regarding the influence of the Integrated Marketing Communication variable on the stages of purchasing decisions.

4. Conclusion

This research was conducted to determine and analyze whether Integrated Marketing Communication has an influence on the stages of purchasing decisions. Based on the results of data analysis, it can be concluded that Integrated Marketing Communication has a positive influence on the stages of purchasing decisions. The indicators of Integrated Marketing Communication (X) in Dodolan Kopi used in this study are clear message content, attractive appearance, attractive types of incentives, easy to follow, various prizes, news credibility, company image, shopping atmosphere, attracting attention, information on target, ease of information, ease of interaction, word of mouth, way of delivery, and clear information. The corporate image indicator has the most dominant influence, while the attractive incentive type indicator has the lowest coefficient.

The limitation of this research is that the research respondents are only customers of Dodolan Kopi, so the results of this study cannot be generalized to different research objects. For other researchers, it is better to broaden the object of research so that the results of the research can be generalized.

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